

Making the “Where” Match Your “Why”

Five Essentials for Performance Travel Philosophy

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Shown with Gov. Terry Branstad are members of the Algona High School band and their boosters; from left: Todd Yocum [holding proclamation] and Steve Andreasen, band officers; John Aboud, band director; Tom Merrill, band officer; Phil Diamond and Bonnie Miller, members of the Vocal and Instrumental Promoters of Algona.

Governor Recognizes Scarlet Regiment Band

KNOW YE THAT

The Scarlet Regiment Marching Band of Algona has consistently demonstrated its excellence through quality performance; and

WHEREAS, the Scarlet Regiment Marching Band is the only Iowa band to perform in the nation's capital on the Fourth of July:

THEREFORE, This is to certify that the Scarlet Regiment Marching Band of Algona is the official representative for the State of Iowa in the Third Annual Fourth of July Parade in Washington, D.C.

Terry E. Branstad
Governor
April 20, 1983



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**ALGONA HIGH SCHOOL
SCARLET REGIMENT
MARCHING BAND**

**WILL BE SELLING
TRASH BAGS**

APRIL 6th — 6:30 - 10:00 P.M.

DOOR-TO-DOOR SALES

AD COURTESY OF
KOSSUTH MUTUAL INSURANCE ASSOCIATION
ALGONA, IOWA



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“Travel gives you more colors on your palette
when you paint the story of your life.”

Rick Steves

Start with the basics of journalism...*but reversed*

- Who?
 - What?
 - When?
 - Where?
 - Why?
- *Why?*
 - *Where?*
 - *When?*
 - *What?*
 - *Who?*

Why Travel?

Make your WHERE...

...match your WHY

“It all starts with clarity. You have to know WHY you do WHAT you do. If people don't buy WHAT you do, they buy WHY you do it, so it follows that if you don't know WHY you do WHAT you do, how will anyone else?”

To inspire starts with the clarity of WHY.

Simon Sinek – *“It Starts With Why”*





Why Travel?

Music is the

FOCUS

Ways to the “Why”

- Clinics
- Public Performances
- Festivals
- Cultural Opportunities

Why Travel?

Group Bonding

Where To Travel?

“Balance the Equation”

Where To Travel?

“Big” $\neq$ “Distance”

Where To Travel?

“End All” $\neq$ “Be All”

Where To Travel?

“Value” $\neq$ “Cheapest”

All Things Being Equal

Those are four words that are often overlooked when we focus on the rest on the sentence instead.

“All things being equal, pick the cheapest option.” Or, “All things being equal, go with the one that creates new opportunities.” Or perhaps, “All things being equal, stick with what you’ve got.”

The thing is, all things are rarely equal.

We rush over the equal part and race to the second part of the clause, going for the cheaper one or whatever the organizational default is.

It’s worth a cycle or two to realize that we might be missing nuances in our decision making.

All things are rarely equal.

Seth Godin



When to Start Planning?

- Earlier is always better

When to Start Planning?

➤ More fundraising = more time

When to Start Planning?

➤ Recruiting 8th graders

When to Start Planning?

- Allows time for a Plan B

What to Put on the Itinerary?

➤ Balance + Togetherness = FUN

What to Put on the Itinerary?

- Don't overload the schedule

What to Put on the Itinerary?

➤ Cross-curricular

What to Put on the Itinerary?

➤ Genuine vs. “touristy”



Who Can Help You Plan This?

Why is a travel planner important
anyway?

Why is a travel planner important anyway?

- Your background
 - Your focus
 - Your advocate

Who Should NOT Help You Plan This?

- Group travel is vastly different from “travel agent” travel
- Don't hire a parent you might have to fire

Who Can Help You Plan This?

➤ Music group experience

Who Can Help You Plan This?

➤ Talk with your friends

Who Can Help You Plan This?

➤ “Interview” the company

Who Can Help You Plan This?

➤ The “yes, and” game

Who Can Help You Plan This?

- Student and Youth Travel
Association (SYTA)

When you Find your WHO

- Please read and answer emails
- Don't go radio silent
- Please give feedback





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Questions?

Call our office and ask to speak with

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Thank you for
all you do for
your students'
music
education!

